BRAND IDENTITY

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The Q-Park Brand Identity is all about how we present ourselves and how we want to be recognised and perceived by stakeholders. In essence it is a promise of what people can expect from us.

Brand identity

- Our name, logo, colours, shapes and other visual elements in our parking facilities, services and promotions.
- Our language in communications.
- How we interact with customers.
- Our international consistency, in both tangible and digital materials.

- **Brand image** is the actual result of these efforts.
- **Brand equity** is the measurable totality of a brand's worth.
  - The Q-Park trade name, an intangible fixed asset, is valued at more than EUR 50 million.
- **Brand voice** helps us help us consistently communicate our purpose and vision, in- and externally.
  - Our **purpose** is to enhance urban liveability and connect communities by providing sustainable mobility solutions and seamless parking services.
  - Our **vision** is to be the most preferred sustainable mobility hub partner by 2030.

Q-Park **Brand Identity** is a strategic marketing tool to support business development and increase customer satisfaction, with side effects such as economy of scale and reduced price sensitivity.

- Q-Park's **Brand Toolbox** and **Marketing Methods** help Q-Park to distinguish itself from competitors.
- Q-Park's **Brand Manager** is focused on long term stewardship to create and maintain shareholder value.

This manual describes the Q-Park Brand Identity in detail and contains digital references, downloads and interaction options. Everyone in the Q-Park organisation who communicates in- and/or externally bears responsibility for adhering to, as well as building and maintaining the Q-Park Brand.

Guiding principles

- Contact Corporate Brand Manager
  - If you have questions, suggestions and/or additional requirements.
  - When you wish to develop something new.
  - If you wish to adapt something that already exists.
- Direct downloadable items are clearly indicated.
- Indirect downloadable items are clearly indicated (and can be found in Idefix).
- Always use the Q-Park templates for Word, Excel and PowerPoint documents.

By following the Q-Park Brand Identity guidelines for all our expressions, in-house, online and in print, we all contribute to 'Quality in parking' and reinforce the Q-Park Brand.

BRAND VOICE & TONE OF VOICE

Our **Brand Voice** is the core of our brand's personality. It must be consistent across all content and all channels.

Our **Tone of Voice** expresses the mood and feeling of the voice, and may change depending on the context. For example, we write to customers in e-mails and social media in a friendly and **informal** tone of voice, while our writing in our financial and annual reporting is a little more **formal** but remains clear, compelling and concise.

In this guide, we explain the Q-Park **Brand Voice** and **Tone of Voice** and how best to write in Q-Park style.

EFFECTIVE COMMUNICATION IS CRUCIAL

We communicate with our customers, business partners and colleagues every day. It's important that what we write and say is easy to understand.

George Orwell, best known for his dystopian novel 1984 has had a considerable influence on language and writing. He set out six rules for writing, which are still applicable today:

1. *Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.*
2. *Never use a long word where a short one will do.*
3. *If it is possible to cut a word out, always cut it out.*
4. *Never use the passive where you can use the active.*
5. *Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.*
6. *Break any of these rules sooner than say anything outright barbarous.*

Q-Park communication follows these guidelines too.

Accessible communication

Whether you're writing in English or your local language, please ensure your text is accessible to all. Accessible communication works better for everyone including people who are:

- disabled
- neurodivergent
- tired, stressed, anxious or distracted.

Corporate language is British English

At Q-Park, British English is our corporate language. We have chosen this English variant as it most commonly used in Europe and is also the language used in two of our country organisations.